

SANTA ROSA, CALIFORNIA.

May 9, 1903.

Mr. A. B. Swain,

Sebastopol, Cal.

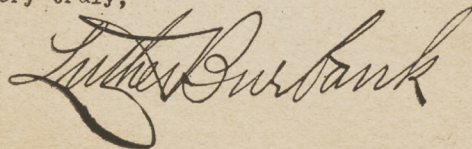
My dear Sir:

Complying with your request of April 29th, the Gravenstein apple has, above all others, proved to be the money winner in Sonoma County. It is a healthy vigorous tree. It always bears a good crop, never overbearing as many varieties do, is of the best quality of all known apples taking into account all uses to which the apple is put. It is the best drying apple for quality and appearance when dried. It is handsome in appearance, good size, superior quality for dessert or cooking, and especially for market.

It can not be raised successfully in the hot valleys or Southern California. Sonoma County seems to be its home.

It has often been said that if the Gravenstein apple could be had throughout the year no other apple need be grown.

Yours very truly,

A handwritten signature in cursive script, reading "Luther Burbank". The signature is written in dark ink and is positioned below the typed name "Luther Burbank".

The Burbank Gardens

On a gentle eastern slope, just a quarter of a mile beyond the western limits of Sebastopol, are situated the experimental grounds of Luther Burbank, the most widely known horticulturalist in the world. Although Mr. Burbank's home is in Santa Rosa, his principal experiments are carried on here. More than twenty years ago Mr. Burbank purchased this twenty-acre tract of land and here have been developed most of the trees and plants that have made him famous. While general admittance to the Burbank gardens is necessarily prohibited, no one who comes to Sebastopol should fail to walk or drive out past this little paradise, which contains thousands of plants that no eye ever saw anywhere else in the world.

In this connection it is not out of place to ask why Mr. Burbank selected Sebastopol as the place for carrying on his great life work when he had the whole world to choose from. The answer to this question is the best endorsement of the soil and climate of this section.

The statement of Mr. Burbank regarding the Gravenstein apple, which are printed on the reverse side of this sheet, are conclusive and convincing. No elaboration is necessary,

for Mr. Burbank, who is the greatest horticulturalist the world has ever produced, knows whereof he speaks. Note carefully what he says:

"The Gravenstein apple has, above all others, proved to be the money winner in Sonoma county. It always bears a good crop. It cannot be raised successfully in the hot valleys of Southern California. Sonoma county seems to be its home. It is of the best quality of all known apples. If the Gravenstein could be had throughout the year, no other apple need be grown."

What stronger endorsement could be had? In the face of a statement of this kind from a man of Mr. Burbank's knowledge and experience, how can anyone fail to see the great possibilities of Gravenstein apple growing in the Sebastopol section? The Gravenstein does not flourish as well anywhere else in the United States and we have the world for a market. It is from thirty to forty days earlier than any other apple, and as Mr. Burbank says: "it is of the best quality of all known apples." In what section of California or any other State, except Sebastopol, could an apple show be held on August 10? As a matter of fact a first class apple show could be held here every year as early as July 25. How can the industry ever be overdone when it has been clearly demonstrated that only in Sonoma county does the Gravenstein attain perfection?